

Program Description

Bachelor of Science in Hospitality and Nursing to Be Offered by Indiana University Kokomo at Kokomo

1. Characteristics of the Program

- a. Campus(es) Offering Program: Indiana University Kokomo
- b. Scope of Delivery (Specific Sites or Statewide) : At IU Kokomo
- c. Mode of Delivery (Classroom, Blended, or Online): Classroom
- d. Other Delivery Aspects (Co-ops, Internships, Clinicals, Practica, etc.): Internships
- e. Academic Unit Offering Program: School of Business

2. Rationale for Program

- a. Institutional Rationale (e.g. Alignment with Institutional Mission and Strengths)

Why is the institution proposing this program?

The purpose of the Bachelor Science in Hospitality and Tourism is to provide a degree opportunity for those who desire to work in the hospitality arena. While the degree will be housed in the School of Business for administrative purposes, it will be exempt from AACSB review due to its level (below 25%) of business content. This degree will serve existing and potential students who desire a career in the growing fields of hospitality and tourism. Today's hospitality and tourism industry needs professionally educated individuals. Graduates can find jobs in amusement parks, hotels and motels, restaurants, bed and breakfasts, travel agencies, convention centers and as meeting planners.

How is it consistent with the mission of the institution?

The mission of Indiana University Kokomo, a regional campus of Indiana University, is to enhance the educational and professional attainment of the residents of north central Indiana by providing a wide range of bachelor's degrees, and a limited number of master's and associate degrees. Indiana University Kokomo is further dedicated to enhancing research, creative work, and other scholarly activity, promoting diversity, and strengthening the economic and cultural vitality of the region and the state through a variety of partnerships and programs. The proposed Bachelor of Science is designed to enhance the educational and professional attainment of students who desire to work in the hospitality industry. This is certainly consonant with our core mission.

How does this program fit into the institution's strategic and/or academic plan?

The development of the Bachelor of Science program matches the first goal of the IUK Strategic Plan—Commitment to Student Learning—by providing a rigorous curriculum and active learning opportunities

How does this program build upon the strengths of the institution?

IU Kokomo already offers many of the overall introductory business courses. We are already receiving requests for this degree from local students, who are place bound, and want to major in this subject area

This degree is fully articulated with Ivy Tech. Articulation agreements will be worked out for similar associates' degrees and other two year institutions

- b. State Rationale

How does this program address state priorities as reflected in *Reaching Higher, Achieving More?*

The Hospitality and Tourism degree provides an **efficient pathway** for students to complete a baccalaureate degree while remaining in their home areas. This degree is also **workforce-aligned** in that it will provide students with the knowledge and skills needed for employment in their home areas.

c. Evidence of Labor Market Need

i. National, State, or Regional Need

The development of this program emerged from several sources. First, many students in our area have been expressing an interest in such a program. As our students are often place-bound, this type of program was not previously available to them. Second, many students graduate with an Associate degree in this academic area and this would allow them to complete a baccalaureate degree and benefit from the employment benefits commensurate with a Bachelor's degree.

ii. Preparation for Graduate Programs or Other Benefits

The Bachelor of Science Degree will assist students who desire to enter graduate programs by providing a quality education featuring both a broad range of knowledge as well as depth within an area of concentration.

iii. Summary of Indiana DWD and/or U.S. Department of Labor Data

The United States Department of Labor has declared Hospitality and Tourism to be a "High Growth Industry" as shown at http://www.doleta.gov/BRG/Indprof/Hospitality_profile.cfm with the data taken from the *United States Bureau of Labor Statistics* publication, the *2006-07 Career Guide to Industries*. According to this site, this industry is expected to grow 17% in terms of wages and salary employment by 2014.

iv. National, State, or Regional Studies

The Bureau of Labor Statistics provides information on their *Industries at a Glance* web page. Hospitality and Tourism is classified as the Leisure and Hospitality Industry and the information is found at <http://www.bls.gov/iag/tgs/iag70.htm>. While many of the entry level jobs in Hospitality and Tourism are entry level, there are upper level openings that need skilled workers that understand quality customer service, and health and safety requirements. Earning a BS degree will make them competitive for these positions.

v. Surveys of Employers or Students and Analyses of Job Postings

The development of this program emerged from several sources. First, many students in our area have been expressing an interest in such a program. As our students are often place-bound, this type of program was not available to them. Second, many students graduate with an Associate degree in this academic area and this would allow them to complete a baccalaureate degree.

vi. Letters of support

See Appendix 1.

3. Cost of and Support for the Program

a. Costs

i. Faculty and Staff

Many of the required and elective courses are regularly offered on campus and are available in other degree programs. We will need to add several new courses. In the beginning these new courses will be offered by adjunct faculty. Down the road, we will need to hire at least one tenure track and one lecturer for faculty members. The current staff is sufficient for the program's initial needs.

ii. Facilities

The library holdings are sufficient for the requirements of this program, as it currently sufficiently meets the needs of other programs at IU Kokomo. Articles and books needed by students but not housed in the IU Kokomo library (or full text database) can be acquired through interlibrary loan

The program's laboratory, hardware, and software needs are the same as the existing degrees, and as such nothing additional is required. Therefore, this program will not negatively affect the utilization of the current library resources, laboratory, and the computer user space.

The effect of this program on other instructional programs will be minimal. Many of the required and elective courses are regularly offered on campus and are available in other degree programs. We will ultimately need to add several new courses.

- iii. Other Capital Costs (e.g. Equipment)
None needed

b. Support

- i. Nature of Support (New, Existing, or Reallocated)
The program will generate, through new student fee income, sufficient resources to cover the incremental costs of new faculty. Existing resources will follow through reallocation the many students who will be transferring from other programs on the Kokomo campus to this one. Given the student demand, we believe that Hospitality and Tourism has the potential to be an excellent growth area and therefore we are pleased to allocate resources to this growth area.

- i. Special Fees above Baseline Tuition
No new program fee is anticipated for the program. The same tuition and other fee structure currently in place will apply to students in the proposed program.

4. Similar and Related Programs

a. List of Programs and Degrees Conferred

- i. Similar Programs at Other Institutions within the state
This program is very similar to the Hospitality and Tourism program at IUPUI. In fact, IU Kokomo has consulted with IUPUI during the development of this program. Many IU Kokomo students are located north of IU Kokomo and they travel over an hour to IU Kokomo. An additional hour to IUPUI would not a feasible option for these students.
- ii. Related Programs at the Proposing Institution
None.

b. List of Similar Programs Outside Indiana

Hospitality and Tourism (under a variety of similar names) is a very popular program at a number of institutions nationwide.

c. Articulation of Associate/Baccalaureate Programs

This degree is fully articulated with Ivy Tech. These proposed articulations are explained in Appendix 2. A maximum of 64 credits will transfer (and count towards degree completion) from Ivy Tech.

Articulation agreements will be worked out for similar associates' degrees and other two year institutions.

d. Collaboration with Similar or Related Programs on Other Campuses

There are no similar programs at IU Kokomo. As this program will be housed within the School of Business, it will share resources with the School. As such, some of the entry level courses are already offered in other degree programs.

5. Quality and Other Aspects of the Program

a. Credit Hours Required/Time To Completion

This degree requires 120 credit hours. Assuming a student takes 30 credits per year, this would result in a student graduating in four years.

The curriculum for the degree consists of 41 - 44 course hours of required campus general education. These hours are spread across the campus continuum of sciences and liberal arts. This is to develop students with a well-rounded education and to enhance critical thinking as well as problem solving abilities. Students must complete the campus's mandatory general education requirements of 41- 44 credit hours.

In total, the degree consists of 120 credit hours as outlined below:

- 41 – 44 credit hours – Campus General Education (although some may be transferred in)
- Up to 60 credit hours of Hospitality and Tourism courses
- 18-19 credit hours of additional electives, for 120 total hours

(Students who have completed an A.S. in Hospitality Administration and transfer it into the program will have most or all of these elective hours satisfied within their A.S degree program.)

B. S. in Hospitality and Tourism Curriculum (120 credit hours)

IU Kokomo campus General Education Requirements

Communication Skills	9 credit hours
Critical Thinking Skills	3 credit hours
Cultural Diversity	3 credit hours
Ethics and Civic Engagement	3 credit hours
Physical and Life Sciences	8 credit hours
Humanities	6 credit hours
Social and Behavioral Sciences	6 credit hours
Quantitative Literacy	4-6 credit hours
TOTAL	41 – 44 credit hours

Required Foundation Courses – 45 credits

Unit	Number	Course Title	Status	Credit Hours
Business	A200	Survey of Accounting	Existing	3
	A201	(for non-business majors) OR Financial Accounting		
Economics	E200* OR E201	Survey of Economics (for non-business majors) OR Microeconomics*	Existing	3
Business	M300 OR M301	Marketing (for non-business majors) OR Marketing (for business majors)	Existing	3
Business	Z300 OR Z302	Human Resources (for non-business majors) OR Human Resources (for business majors)	Existing	3
Business OR	L200 OR	Business Law (for non-business majors) OR	Existing	3

Business	F300	Survey of Finance (for non-business majors)	Existing	3
Speech	S427*	Cross Cultural Communications	Existing	3
Speech	C380	Organizational Communication	Existing	3
Hospitality	T191	Sanitation and Health in Food Service, Lodging, and Tourism	NEW – exists within IU	3
Hospitality	T100	Introduction to Tourism Studies	NEW – exists within IU	3
Hospitality	T171	Introduction to Convention/Meeting Management	NEW – exists within IU	3
Hospitality	T210	Special Events Management	NEW – exists within IU	3
Hospitality	T401	Internship	NEW – exists within IU	6
Hospitality	T181	Lodging Industry Operations	NEW – exists within IU	3
TOTAL				45 credits

***satisfies campus General Education requirement – social studies in terms of economics, and diversity in terms of cross-cultural communications**

****the Business Law L201 course satisfies the Ethics and Civic Engagement requirement of General Education – the L200 course does not at this time**

Hospitality and Tourism elective courses – Take 5 courses out of the list below – at least three of these courses must be at the 300 or 400 level

Course	Number	Course Title	Status	Credit Hours
Hospitality	T219	Management of Sports Events	NEW – exists within the IU System	3
Hospitality	T271	Mechanics of Meeting Planning	NEW – exists within the IU System	3
Hospitality	T306	Destination Planning	NEW – exists within the IU System	3
Hospitality	T218	Wines of the World	NEW – exists within the IU System	3
Hospitality	T328	Introduction to Microbrewing	NEW – exists within the IU System	3
Hospitality	T385	Beer and Spirit Management	NEW – exists within the IU System	3
Hospitality	T334	Cultural/Heritage Tourism	NEW – exists within the IU System	3
Hospitality	T362	Tourism Economics	NEW – exists	3

			System	
Hospitality	T310	Event Catering Management	NEW – exists within the IU System	3
Business	M415	Advertising and Promotion	Existing	3
Any 300 or 400 level Hospitality course				

- b. Exceeding the Standard Expectation of Credit Hours
This program does not exceed 120 hours

c. Program Competencies or Learning Outcomes

Students who complete this degree will have completed the IU Kokomo general education requirements and demonstrated proficiency in its 9 areas: Communications Skills; Information Literacy; Quantitative Literacy; Critical Thinking; Ethics and Civic Engagement; Social and Behavioral Sciences; Humanities and the Arts; and Physical and Life Sciences.

In addition, students who complete this degree will demonstrate proficiency in the following areas due to their courses in the B.S.:

- i. Understand the basic principles that underlie the hospitality and tourism industry
 - a. Identify and describe food and beverage operations
 - b. Be able to prepare common financial and accounting reports for the industry
 - c. Derive the different measures of costs, revenues, and profits
 - d. Develop an understanding of the interrelationships of hospitality functional areas in guest satisfaction
- ii. Demonstrate knowledge and skills in legal, ethical, social and international topics
 - a. Describe the influence of national, international and intercultural factors on the industry
 - b. Describe the various communication style differences among cultures and socio-economic classes and how these impact the industry
 - c. Describe the concept of ethics and its impact on leadership and decision-making
- iii. Demonstrate knowledge and skills in management
 - a. Evaluate human resource needs
 - b. Assess characteristics of personnel to improve organizational effectiveness
 - c. Perform a competitive analysis and assessment of the external forces affecting a business
- iv. Demonstrate knowledge and skills in marketing
 - a. Describe the 4 P's functions of marketing
 - b. Describe how to find attractive marketing opportunities
- v. Demonstrate knowledge and skills in communication
 - a. Be able to assess communication skills
 - b. Be able to assess interpersonal communication skills
 - c. Be able to critically analyze messages
 - d. Be able to strategically apply communication message formats
 - e. Be able to draw on knowledge of methods to diagnose or analyze real-world communication problems.

d. Assessment

The Bachelors of Science in Hospitality and Tourism will be assessed on each of the above l criteria (See Appendix 3).

e. Licensure and Certification

Not applicable

f. Placement of Graduates

The B.S. degree in Hospitality and Tourism is appropriate for those students seeking work in the dynamic hospitality and tourism industry. Graduates can find jobs in amusement parks, hotels and motels, restaurants, bed and breakfasts, travel agencies, convention centers, as meeting planners and other such careers.

IU Kokomo has an active career placement center that handles both internships as job placement. We will work actively to ensure that our students have optimal internships and help in beginning their career.

g. Accreditation

There is no accreditation agency for this degree program.

6. Projected Headcount and FTE Enrollment and Degrees Conferred

Institution/Location:	Indiana University Kokomo					
Program:	Bachelor in Hospitality and Tourism					
Proposed CIP Code:	520901					
Base Budget Year:	2012-13					
		Year 1	Year 2	Year 3	Year 4	Year 5
		<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>
Enrollment Projections (Headcount)						
Full-time Students		10	20	25	30	30
Part-time Students		<u>17</u>	<u>31</u>	<u>39</u>	<u>47</u>	<u>52</u>
		27	51	64	77	82
Enrollment Projections (FTE)						
Full-time Students		10	20	25	30	30
Part-time Students		<u>9</u>	<u>16</u>	<u>20</u>	<u>24</u>	<u>26</u>
		19	36	45	54	56
Degree Completion Projection			10	10	20	20
CHE Code:						
Campus Code:						
County Code:						
Degree Level:						
CIP Code:						

Appendix 1:

Letters of Support

Garden Inn & Suites



4021 S Lafountain
Kokomo, IN 46901
765-455-1000 765-455-1305

Commission on Higher Education

We at Garden Inn and Suites in Kokomo Indiana believe that having a program in Hospitality and Tourism management would be beneficial to our business community. In the future we could see it as helpful to have access to student interns. In addition we believe that one day graduates with this degree could help our company and business sector grow in north central Indiana. Thank you for your consideration.

Sincerely,

Misti Rygh

Garden Inn and Suites

Kokomo, Indiana

Courtyard by Marriott®
Kokomo

411 Kentucky Dr
Kokomo, IN 46902
T 765.453.0800 F 765.455.2075
www.genhotels.com



It is my understanding that Indiana University Kokomo is developing a Hospitality and Tourism degree. We at Courtyard Marriott are supporting such a move and would be willing to look at your graduates, and depending on openings, would be prepared to interview candidates.

Cordially,

Rick Ogg

Rick Ogg

**General Manager
Courtyard by Marriott Kokomo
411 Kentucky Drive
Kokomo, IN 46902
765.453.0800 Phone**



700 East Firmin Street, Suite 200
Kokomo, IN 46902
P 765.457.2000
F 765.854.0481

325 North Main Street
Kokomo, IN 46901
P 765.457.5301
F 765.452.4564

Indiana Commission for Higher Education
101 West Ohio Street, Suite 550
Indianapolis, IN 46204-1984

October 10, 2012

To Whom It May Concern:

Letter of Support for Indiana University Kokomo

On behalf of the Greater Kokomo Economic Development Alliance, I am proud to support the consideration of Indiana University Kokomo's new Bachelor of Science in Hospitality and Tourism degree as submitted.

This degree option continues the campus' commitment to transforming the North Central Indiana region by offering relevant new programs. Graduates of this program will become restaurant and hotel leaders as our region seeks to diversify our local economy, and even become directors of Visitors' and Convention Bureaus such as that within our organization.

Indiana University Kokomo has been a strong partner on the Alliance's economic development work, including on workforce development and international business strategies. The Alliance therefore strongly supports such initiatives which develop our business climate and community readiness to meet the future needs of a global economy.

Thank you for your consideration.

Sincerely,

Nora Shaykhutdinov
Chief Operating Officer

greaterkokomo.com

Greater Kokomo
CHAMBER OF COMMERCE

Greater Kokomo
DOWNTOWN ASSOCIATION

Inventrek
TECHNOLOGY PARK



329 West Rainbow Dr. | Kokomo, IN | US | 46902
(P) 765.455.1700 | (C) 765.480.3529 | (F) 765.455.1717
lyoder@primroseretirement.com
www.primroseretirement.com

Erwin,

It is my understanding that Indiana University Kokomo is developing a Hospitality and Tourism degree. We at Primrose Retirement are supporting such a move and would be willing to look at your graduates, and depending on openings, would be prepared to interview candidates. We appreciate what you are doing!

Linda Yoder, LPN

Director Of Sales & Marketing

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Appendix 2:

Articulation

Articulation for a student with an A.S. in Hospitality and Tourism

Transfer Guide from A.S. in Hospitality Administration to Bachelors of Science in Hospitality and Tourism

Ivy Tech A.S. in Hospitality Administration	IU Kokomo B.S. in Hospitality and Tourism
General Education (9 credits)	
ENGL 111 English Composition (3)	ENG W131 Elementary Composition (3)
COMM 101 Fundamentals of Public Speaking (3)	SPCH S121 Public Speaking (3)
MATH 135 Finite Math (3)	MATH M118 Finite Mathematics (3)
Social and Behavioral Science - 3 transferred in but need 6 credits total for IU Kokomo B.S. degree in Hospitality and Tourism	
PSYC 101 Introduction to Psychology OR SOCI 111 Introduction to Sociology	PSY 103 Introduction to Psychology OR SOC 100 Introduction to Sociology
Physical and Life Sciences (3 -4 credits) example below or other courses on the CTL	
See advisor for suggestions for courses and to ensure that the course selected meets the general education requirements at IU Kokomo.	
Humanities (6 credits total are required at IU Kokomo – Ivy Tech students will have three credits - Student can choose from courses on the CTL	
The A. S. degree at Ivy Tech requires an additional three credits in humanities. Students should select any of the courses on the CTL that satisfy the IU Kokomo general education – see advisor for suggestions and to ensure that the course selected meets the general education requirements at IU Kokomo.	
Professional Technical Required Courses and Concentrations (45 credits will transfer into the B.S. program) – fifteen credits will transfer directly, the remainder will transfer as undistributed credit.	
CINS 101 Introduction to Microcomputers (3)	CSCI C100 Computing Skills (3)
ACCT 101 Financial Accounting (3)	BUS A201 Introduction to Financial Accounting (3)
HOSP 101 Sanitation and First Aid (3)	HOSP T191 Sanitation and Health in Food Service, Lodging, and Tourism
HOSP 114 Introduction to Hospitality (3)	HOSP T100 Introduction to Tourism Studies (3)
BUSN 102 Business Law (3)	BUS L201 Business Law (3) – satisfies Ethics and Civic Engagement in IU Kokomo’s general education
Total accepted from Ivy Tech toward Bachelor’s degree completion: 63-64 credits.	

Plan of Study for a student with an A.S. in Hospitality Administration

Transfer Guide from A.S. in Hospitality Administration to Bachelors of Science in Hospitality and Tourism

Ivy Tech A.S. in Hospitality Administration	IU Kokomo B.S. in Hospitality and Tourism
General Education (9 credits)	
ENGL 111 English Composition (3)	ENG W131 Elementary Composition (3)
COMM 101 Fundamentals of Public Speaking (3)	SPCH S121 Public Speaking (3)
MATH 135 Finite Math (3)	MATH M118 Finite Mathematics (3)
Social and Behavioral Science (3 transferred in - need 6 credits total for IU Kokomo B.S. degree - between credits transferred in and the required Economics course, this area of general education will be satisfied)	
PSYC 101 Introduction to Psychology OR SOC 111 Introduction to Sociology	PSY 103 Introduction to Psychology OR SOC 100 Introduction to Sociology
The BS program requires Economics	
Physical and Life Sciences (3 -4 credits) example below or other courses on the CTL	
See advisor for suggestions for courses and to ensure that the course selected meets the general education requirements at IU Kokomo.	
Humanities - 6 credits in total are required at IU Kokomo – Ivy Tech students will have three credits that will transfer – will need to take an addition three credits at IU Kokomo to fulfill this general education requirement	
The A.S. degree at Ivy Tech requires three credits of humanities.	
Professional Technical Required Courses and Concentrations (45 credits will transfer into the B.S. program) – fifteen credits will transfer directly, the remainder will transfer as undistributed credit.	
CINS 101 Introduction to Microcomputers (3)	CSCI C100 Computing Skills (3)
ACCT 101 Financial Accounting (3)	BUS A201 Introduction to Financial Accounting (3)
HOSP 101 Sanitation and First Aid (3)	HOSP T191 Sanitation and Health in Food Service, Lodging, and Tourism
HOSP 114 Introduction to Hospitality (3)	HOSP T100 Introduction to Tourism Studies (3)
BUSN 102 Business Law (3)	BUS L201 Business Law (3) – satisfies Ethics and Civic Engagement in IU Kokomo’s general education
Total accepted from Ivy Tech toward Bachelor’s degree completion: 63-64 credits.	
Additional IU Kokomo Courses Required to complete the bachelor’s degree	
I and II - Communication and Information Literacy courses(3 credits)	
ENG W132 Elementary Composition (3)	
III - Quantitative Literacy Statistics Course (3 credits)	
See advisor for suggestions for Statistics courses and to ensure that the course selected meets the general education requirements at IU Kokomo.	
IV - Critical Thinking (3 credits)	
See advisor for suggestions for courses and to ensure that the course selected meets the general education requirements at IU Kokomo.	
V – Cultural Diversity (already satisfied)	
Satisfied by the core requirements in the B.S.	

Appendix 3: Assessment

Goal	Outcome	Measurement Methodology	Success Criteria	Feedback Loop
Understand the basic principles that underlie the hospitality and tourism industry	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.
Demonstrate knowledge and skills in legal, ethical, social, international topics	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.
Demonstrate knowledge and skills in	This will be assessed using course	There are three levels of performance: Level I (excellent achievement of	Scores above 85% will be deemed to be	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental

management	embedded assessment tools	the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.
Demonstrate knowledge and skills in marketing	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.
Demonstrate knowledge and skills in communication	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.

